

Global Vtuber (Virtual YouTuber) Production, Demand and Key Producers, 2022-2028

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Abstracts

A VTuber, or virtual YouTuber, is an online entertainer who uses a virtual model generated using computer graphics. Real-time motion capture software or technology are often—but not always—used to capture movement. A digital trend that originated in Japan in the mid-2010s and, since the early 2020s, has become an international online phenomenon. A majority of VTubers are English and Japanese-speaking YouTubers or live streamers who use model designs. By 2020, there were more than 10,000 active VTubers. Although the term is an allusion to the video platform YouTube, they also use websites such as Niconico, Twitch, and Bilibili.

The first entertainer to use the phrase 'virtual YouTuber', Kizuna AI, began creating content on YouTube in late 2016. Her popularity sparked a VTuber trend in Japan, and spurred the establishment of specialized agencies to promote them, including major ones such as Hololive Production (Cover), AnyColor, etc. Fan translations and foreign-language VTubers have marked a rise in the trend's international popularity. Virtual YouTubers have appeared in domestic advertising campaigns, and have broken livestream-related world records.

This report studies the global Vtuber (Virtual YouTuber) demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vtuber (Virtual YouTuber), and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2021 as the base year. This report explores demand trends and competition, as well as details the characteristics of Vtuber (Virtual YouTuber) that contribute to its increasing demand across many markets.

The global Vtuber (Virtual YouTuber) market size is expected to reach \$ 13100 million by 2028, rising at a market growth of 34.0% CAGR during the forecast period (2022-2028).

Highlights and key features of the study

Global Vtuber (Virtual YouTuber) total market, 2017-2028, (USD Million)

Global Vtuber (Virtual YouTuber) total market by region & country, CAGR, 2017-2028, (USD Million)

U.S. VS China: Vtuber (Virtual YouTuber) total market, key domestic companies and share, (USD Million)

Global Vtuber (Virtual YouTuber) revenue by player and market share 2017-2022, (USD Million)

Global Vtuber (Virtual YouTuber) total market by Type, CAGR, 2017-2028, (USD Million)

Global Vtuber (Virtual YouTuber) total market by Application, CAGR, 2017-2028, (USD Million)

This reports profiles major players in the global Vtuber (Virtual YouTuber) market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include AnyColor, Cover Group, Bilibili, Youtube, 774, inc, Mikai and Yuehua Entertainment, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Vtuber (Virtual YouTuber) market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years

2017-2028 by year with 2021 as the base year, 2022 as the estimate year, and 2028 as the forecast year.

Global Vtuber (Virtual YouTuber) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vtuber (Virtual YouTuber) Market, Segmentation by Type

2D Vtuber

3D Vtuber

Global Vtuber (Virtual YouTuber) Market, Segmentation by Application

Livestreaming & Performance

Digital Contents & Derivative

Others

Companies Profiled:

AnyColor

Cover Group

Bilibili

Youtube

774, inc

Mikai

Yuehua Entertainment

Key Questions Answered

1. How big is the global Vtuber (Virtual YouTuber) market?
2. What is the demand of the global Vtuber (Virtual YouTuber) market?
3. What is the year over year growth of the global Vtuber (Virtual YouTuber) market?
4. What is the total value of the global Vtuber (Virtual YouTuber) market?
5. Who are the major players in the global Vtuber (Virtual YouTuber) market?
6. What are the growth factors driving the market demand?

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